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Editorial

ADVERTISING

The Classical Journal has never devoted any of its space to advertising after the fashion of most journals and magazines, although it might properly and profitably have done so. The great advantage which the *Journal* has derived from this policy is that it is left entirely untrammelled in its expression of opinion as to books, institutions, and other objects which it might naturally have advertised.

This statement is timely and pertinent in view of what might seem like a wholesale advertisement of publishers to be found in the current number in the article on "The Use of Maps, Pictures, Post Cards, Games, etc.," by Miss Woodruff. The possible objection to the publication of this article is met by the fact that this publicity was not sought by the various publishers named, nor does the *Journal* derive any pecuniary profit from its publication.

On the other hand, we are sure that the article will prove a great boon to our readers, far as many of them are from central sources of information about the publishers of various objects which they need in their work. And even to those who are more favored in location, it is often a difficult matter to obtain the desired information. It certainly will save the editor of the *Journal* much time and effort in answering individual inquirers after just such information as is here given so fully.

This article, taken with the three published in last month's *Journal* under the general head of "The Relations of the Organized Library to the School," is a valuable part of the very definite